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AF 3627/17
PATENT
Attny Dkt No.: 11032-3002**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: MERRIMAN, Dwight A. et al.

Appl'n No.: 09/094,949

Group Art Unit: 3627

Filing Date: 15 June 1998

Examiner: LANEAU, Ronald

For: METHOD AND APPARATUS FOR
AUTOMATIC PLACEMENT OF ADVERTISING**MS Amendment**
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**RECEIVED**
FEB 28 2005
GROUP 3600**INFORMATION DISCLOSURE STATEMENT**
UNDER 37 C.F.R. § 1.97 & § 1.98

Sir:

Under the provisions of 37 C.F.R. § 1.97(b)(1), and in accordance with Applicants' duty of disclosure under 37 C.F.R. § 1.56, Applicants would like to call to the Office's attention the references listed on the attached substitute form PTO-1449 (18 sheets).

Applicants also direct the Office's attention to the following related pending applications, among which the listed references have been cited and the prior Examiner was aware: U.S. Reissue Application No. 09/577,798 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed May 24, 2000, reissue of U.S. Patent No. 5,948,061, U.S. Application No. 10/082,069 entitled Network for Distribution of Re-Targeted Advertising, filed February 26, 2002, U.S. Application No. 10/254,923 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on September 26, 2002, U.S. Application No. 10/798,342 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on March 12, 2004, U.S. Application No. 10/798,340 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on March 12, 2004, U.S. Application No. 10/798,444 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on March 12, 2004, and U.S. Application No. 10/937,341 entitled Method of Delivery, Targeting, and Measuring Advertising over Networks, filed on September 10, 2004.

It is respectfully requested that the listed references be expressly considered during the prosecution of this application, that the Examiner initial each listed reference to evidence its consideration, and that the references be made of record therein and appear among the "References Cited" section on any patent to issue therefrom.

Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), Applicants have not provided copies of the listed U.S. patents and U.S. patent application publications but will do so if required by the Office.


Pursuant to the 07 February 2005 decision of the Board of Appeals reversing all final rejections of the pending claims, prosecution has been re-opened in this application. As this statement is being filed after the period specified in 37 C.F.R. § 1.97(b), but before the mailing of an action that closes prosecution in the application, the Office is authorized to charge the 37 C.F.R. § 1.17(p) fee of \$180.00 to Deposit Account No. 11-0600. A copy of this page is provided for this purpose.

Although not believed necessary, the Office is hereby authorized to charge any additional fees required under 37 C.F.R. § 1.16 or § 1.17 or credit any overpayments to Deposit Account No. 11-0600.

The Examiner is invited to contact the undersigned at 202-220-4200 to discuss any matter regarding this application.

Respectfully submitted,

Dated: February 23, 2005


Bradley J. Meier
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Washington, D.C. 20005
(202) 220 - 4200 (telephone)
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Modified PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 18

Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
		4,775,935		YOURICK	10-04-1988	
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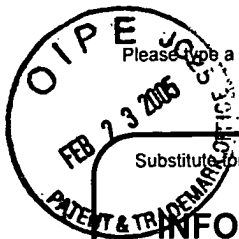
GROUP 3600

Examiner Signature		Date Considered	
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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO

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(use as many sheets as necessary)

Sheet 2 of 18

Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

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Examiner Signature	Date Considered
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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

Sheet 3 of 18

	5,809,242	SHAW et al.	09-15-1998
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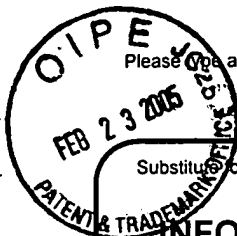
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Sheet

4

of

18

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Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

		2002/0019831		WADE	02-14-2002	
		2002/0046118		MINTE	04-18-2002	
		2002/0099600		MERRIMAN et al.	07-25-2002	
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				First Named Inventor	MERRIMAN, Dwight A.
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FOREIGN PATENT DOCUMENTS								
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		Office ³	Number ⁴	Kind Code ⁵ (if known)				
		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
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		WO	96/30864	A1	SCHENA et al.	10-03-1996		
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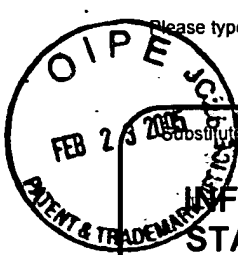
GROUP 3600

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		Group Art Unit		3627	
		Examiner Name		Laneau, Ronald	
		Attorney Docket Number		11032-3002	
Sheet	6	of	18		

	WO	96/38796	A1	MOHR	12-05-1996		
	WO	96/38796	B1	MOHR	03-18-1998		
	(EP)	(0 829 058)					
	WO	96/39668	A1	TOADER	12-12-1996		
	WO	97/07656	A2,A3	BARKAT et al.	03-06-1997		
	(EP)	(0 886 825)					
	WO	97/41673	A2,A3	GERACE	11-06-1997		
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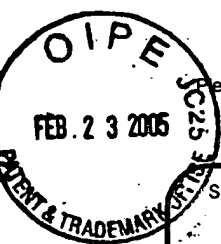
¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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of

18

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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		17625888; Java and Blackbird: extending the Web.....; Seybold Reoport on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995	
		17225819; Write once, publish many times; Ratcliffe; Digital Media; August 7, 1995	
		17189959; Product View seeks funding for 3Q launch of ad-supported...; Electronic Marketplace Report; May 16, 1995	
		17244186; Free E-Mail with Postage Stamp "Ads"; Newsbytes; July 3, 1995	
		CWK19951009S0006; Search-engine advertising; Frook; Communications Week; November 9, 1995	
		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996	
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (http://www.bountyquest.com/winner/bschuster.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; (http://www.bountyquest.com/patentinfo/doucleclickart.htm; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (http://www.bountyquest.com/images/doubleclickPage9.gif; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (http://bountyquest.com/images/doubleclickGet.gif; printed on 3/9/01)	
		CNET Press Release titled "About CNET; (http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html; printed on 3/9/01)	

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

Sheet 8 of 18

		ADMedium Newsletter linked from Bounty Quest Website; (http://uts.cc.utexas.edu/tecas/nl9_2_96.html ; printed on 4/4/01)	
		Cashing in: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.	
		Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.	
		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.	
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.	
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.	
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
		Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/learn/zdu/advertising/zinman.html ; printed on 2/7/00)	
		CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; (http://home.cnet.com/aboutcnet/0-13613-7-808021.html ; printed on 11/26/99)	
		Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	
		Miller, B., "GroupLens: An Open Architecture for Collaborative Filtering," ftp://ftp.cs.umn.edu/users/bmiller/prop.ps , Univ. of Minn., pp. 1-18, Oct. 1995	
		Upendra Shardanand, "Social Information Filtering for Music Recommendation" Sep. 1994, pp. 1- 93, Massachusetts Institute of Technology, Thesis.	
		"WWW.barnesandnoble.com" ("WWW.firefly.com"), web site pages, 12 pages, printed out on Jan. 21, 1998 (origination date unknown)	
		"WWW.amazon.com", web site pages, 15 pages, printed out on Jan. 21, 1998 (origination date unknown)	
		Microsoft Press Computer Dictionary Third Edition, 1997, pp. 271 ("junction"), 285 ("link"), 331 ("node")	
		51st IETF - Whois enhancement BOF (whoisfix), August 1, 2001	

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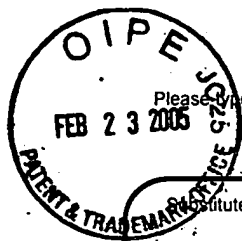
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Sheet 9 of 18

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Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

		DOUBLECLICK MEASURES BEYOND THE CLICK WITH NEW "SPOTLIGHT" SOFTWARE, September 4, 1996, Doubleclick	
		DOUBLECLICK UNVEILS INTERNET AD TRACKING PRODUCT, September 4, 1996, Reuter Financial Report	
		DOUBLECLICK SHINES ITS SPOTLIGHT, September 5, 1996, Advertising Age – Interactive Daily	
		SPOTLIGHT ON DOUBLECLICK, September 13, 1996, Information & Interactive Services Report	
		TRACKING SERVICES TALLIES AD RESPONSE, ONLINE ORDERS, September 16, 1996, DMNews	
		LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies	

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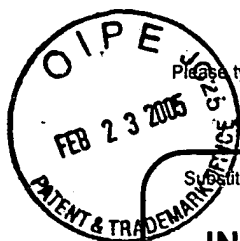
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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

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		DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		RONALD A. KOVAS (CEO of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
		"ONLINE MARKETING:..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586	
		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587	
		"readme. 1st:..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL:..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
		"Working the Web:..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	

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Sheet 11 of 18

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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

	"Web ad-management software..."; John Evan Froom; InternetWeek; March 18, 1996; SD005605-SD005607	
	"Unraveling a tangled Web;..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	
	"Web Site Links;..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
	"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
	"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
	Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
	Focalink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
	Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
	For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
	Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
	Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
	Link Marketing; Z00022-Z00027 / SD027093-SD027098	
	LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	

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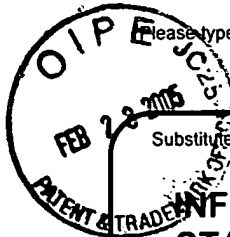
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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
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Attorney Docket Number	11032-3002

Sheet	12	of	18
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	LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
	LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	
	FocaLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
	Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
	SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
	Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
	FocaLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
	Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
	Information Request; September 12, 1995; Z00080 / SD027151	
	Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
	FocaLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
	Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
	RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
	RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
	Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
	Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	

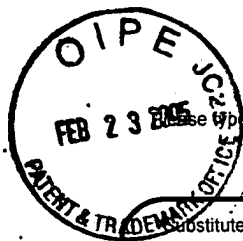
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				First Named Inventor	MERRIMAN, Dwight A.
				Group Art Unit	3627
				Examiner Name	Laneau, Ronald
Sheet	13	of	18	Attorney Docket Number	11032-3002

		Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
		Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	
		Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
		CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
		from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
		We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175	
		Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176	
		Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
		Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
		FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
		FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
		I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188	
		FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
		Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
		Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
		Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
		Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	

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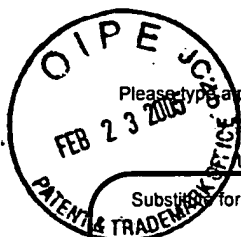
GROUP 3600

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	Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
	November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	
	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
	FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
	FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
	Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
	Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
	FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
	Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
	Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
	Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
	Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
	FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
	I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
	Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
	FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	

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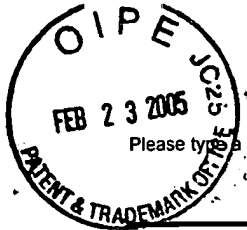
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	
		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD027248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	

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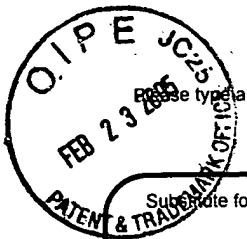
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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

Sheet	16	of	18
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		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	
		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
		Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
		HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
		Answer to your request; April 8, 1996; Z00223 / SD027288	
		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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of

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Complete if Known

Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

		Oracle and Intel; April 12, 1996; Z00226 / SD027291	
		DoubleClick; April 16, 1996; Z00227 / SD027292	
		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / Gernan Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	

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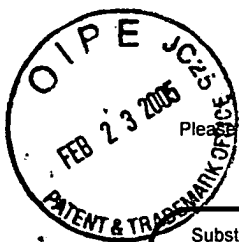
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Sheet 18 of 18

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Application Number	09/094,949
Filing Date	15 June 1998
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3002

		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	
		"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	
		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

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